

Alliance of Wisconsin Retailers, LLC

Total Lobbying Effort

Total Lobbying Expenditures

| 2011 January - June | 2011 July - December | 2012 January - June | 2012 July - December | Total |
|------------------------|-------------------------|------------------------|-------------------------|--------------|
| \$24,000.00 | \$24,000.00 | \$24,000.00 | \$28,000.00 | \$100,000.00 |

Total Hours Communicating

| 2011 January - June | 2011 July - December | 2012 January - June | 2012 July - December | Total |
|------------------------|-------------------------|------------------------|-------------------------|-------|
| 52.50 | 12.00 | 14.50 | 19.25 | 98.25 |

Total Hours Other

| 2011 January - June | 2011 July - December | 2012 January - June | 2012 July - December | Total |
|------------------------|-------------------------|------------------------|-------------------------|--------|
| 159.25 | 91.00 | 126.50 | 59.25 | 436.00 |

Hours Lobbied on Each Matter

Lobbying Effort On Legislative Bills And Resolutions

Senate Bill 8

| 2011 January - June | 2011 July - December | 2012 January - June | 2012 July - December | Total |
|------------------------|-------------------------|------------------------|-------------------------|------------|
| 21.00 (10%) | | | | 21.00 (4%) |

Senate Bill 12

| 2011 January - June | 2011 July - December | 2012 January - June | 2012 July - December | Total |
|------------------------|-------------------------|------------------------|-------------------------|-------------|
| 85.00 (40%) | | | | 85.00 (16%) |

Assembly Bill 56

| 2011 January - June | 2011 July - December | 2012 January - June | 2012 July - December | Total |
|------------------------|-------------------------|------------------------|-------------------------|------------|
| | 10.00 (10%) | 28.00 (20%) | | 38.00 (7%) |

Assembly Bill 165

| 2011 January - June | 2011 July - December | 2012 January - June | 2012 July - December | Total |
|------------------------|-------------------------|------------------------|-------------------------|--------------|
| 21.00 (10%) | 36.00 (35%) | 85.00 (60%) | | 142.00 (27%) |

Senate Bill 207

| 2011 January - June | 2011 July - December | 2012 January - June | 2012 July - December | Total |
|------------------------|-------------------------|------------------------|-------------------------|------------|
| | 10.00 (10%) | | | 10.00 (2%) |

Lobbying Effort On Budget Bill Subjects

| Revenue | | | | |
|------------------------|-------------------------|------------------------|-------------------------|-------------|
| 2011 January - June | 2011 July - December | 2012 January - June | 2012 July - December | Total |
| 85.00 (40%) | | | | 85.00 (16%) |

Lobbying Effort On Topics Not Yet Assigned A Bill Or Rule Number

| Imposition of Retail Sales Tax | | | | |
|--------------------------------|-------------------------|------------------------|-------------------------|--------------|
| 2011 January - June | 2011 July - December | 2012 January - June | 2012 July - December | Total |
| | 46.35 (45%) | 28.20 (20%) | 78.50 (100%) | 153.05 (29%) |